

# Design Standards/COIN TELEPHONE SIGNS





Design  
elements.

The new coin telephone signs have been designed to be simple, legible from a distance, distinctive (by use of a graphic symbol), attractive, and consistent in appearance.

The design elements common to approved Bell System coin telephone signs are:

1. a vertical handset symbol,
2. the word "phone,"
3. the colors Bell blue and white, and
4. the Bell seal (on booth panels and booth cards).

As will be shown later, signs in certain applications, using only two or three of these elements, are also acceptable.

The handset symbol is already in widespread use in Europe and in parts of this country and hence has instant recognition value. The word "phone" is shorter and more colloquial than "Public Telephone." In addition to "phone," other words and phrases, such as "phone 1 mile" and "phone from car," may be used as appropriate.

## COIN TELEPHONE SIGNS

Shapes, sizes,  
and materials.

Shape is not included as a basic design element because several different shapes will be necessary to give the program maximum flexibility, as will be covered later.

Signs will also vary in size and may change as local needs or regulations change.

Materials may consist of any durable metal, wood, glass, plastic, or synthetic, and finishes may consist of paint, baked enamel, dye, ink, etc. -- as long as maximum permanency is achieved and the colors do not streak, peel, or fade.

Special problems.

A special problem exists because our signs frequently appear on customer-owned property. Since we do not pay for the space occupied by these signs, telephone company representatives must always ask permission to place, replace, or remove coin telephone signs.

In cases where a landlord or property owner is reluctant for us to change a sign, the advantages of the new Bell System signing program should be emphasized. Signs which are graphically consistent and well-placed will more easily attract the attention of people wanting to use coin telephones.

Removal of signs.

It is a disservice to the public to allow coin telephone signs to remain in place after the telephones themselves have been permanently removed, such as from buildings about to be condemned or torn down. Telephone employees should be alert to such instances and should either remove these signs or report the situation so that someone else can remove them.

Three major areas  
of signing.

There are three major areas of coin telephone signing:

1. signs showing location and direction,
2. signs on booths, and
3. signs and markings on and near telephone instruments.

1. Signs showing location and direction.

The standard locational signs are shown below.



They are square or round in shape, Bell blue and white in color, and can be used in both illuminated and non-illuminated applications.

## COIN TELEPHONE SIGNS

Non-illuminated applications.

These basic signs will be used most frequently in non-illuminated applications. Their presence will mean that a coin telephone is inside (a store or building) or nearby.

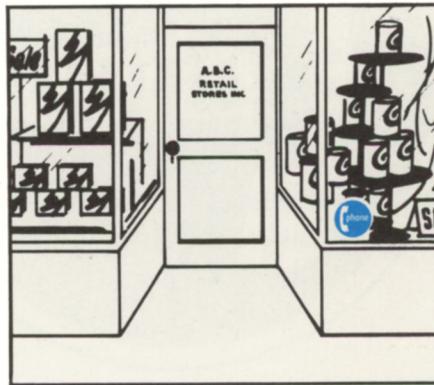


Right: acceptable



Right: preferred because of better visibility

Signs should also be placed for maximum viewing effectiveness so that the likelihood of additional visual competition is kept to a minimum.



Wrong: poor placement



Right: better placement

Non-illuminated applications.  
(cont.)

Vantage points and viewing distances should also be considered in placing these signs.



Poor placement: sign is visible from too small a viewing angle



Better placement: sign is visible from a wider angle

Care should always be taken to place signs at right angles; they should never be tilted, bent, or angled.



Wrong

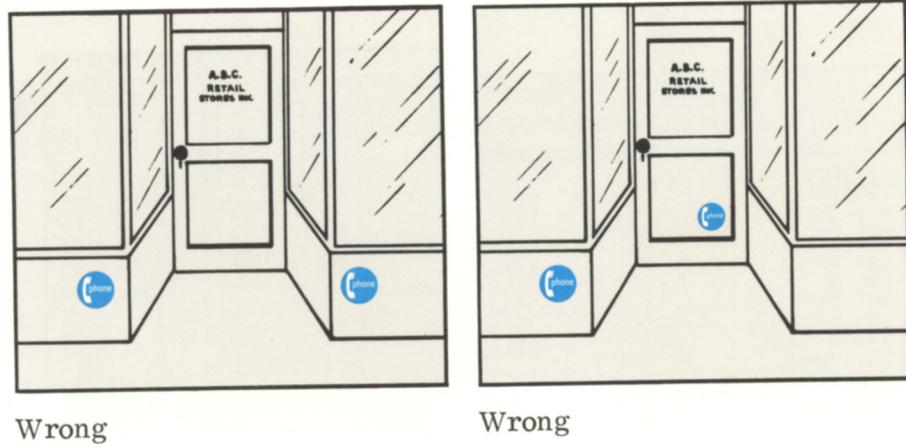


Wrong

## COIN TELEPHONE SIGNS

Non-illuminated  
applications.  
(cont.)

Redundant signing should be avoided.



Wrong

Wrong

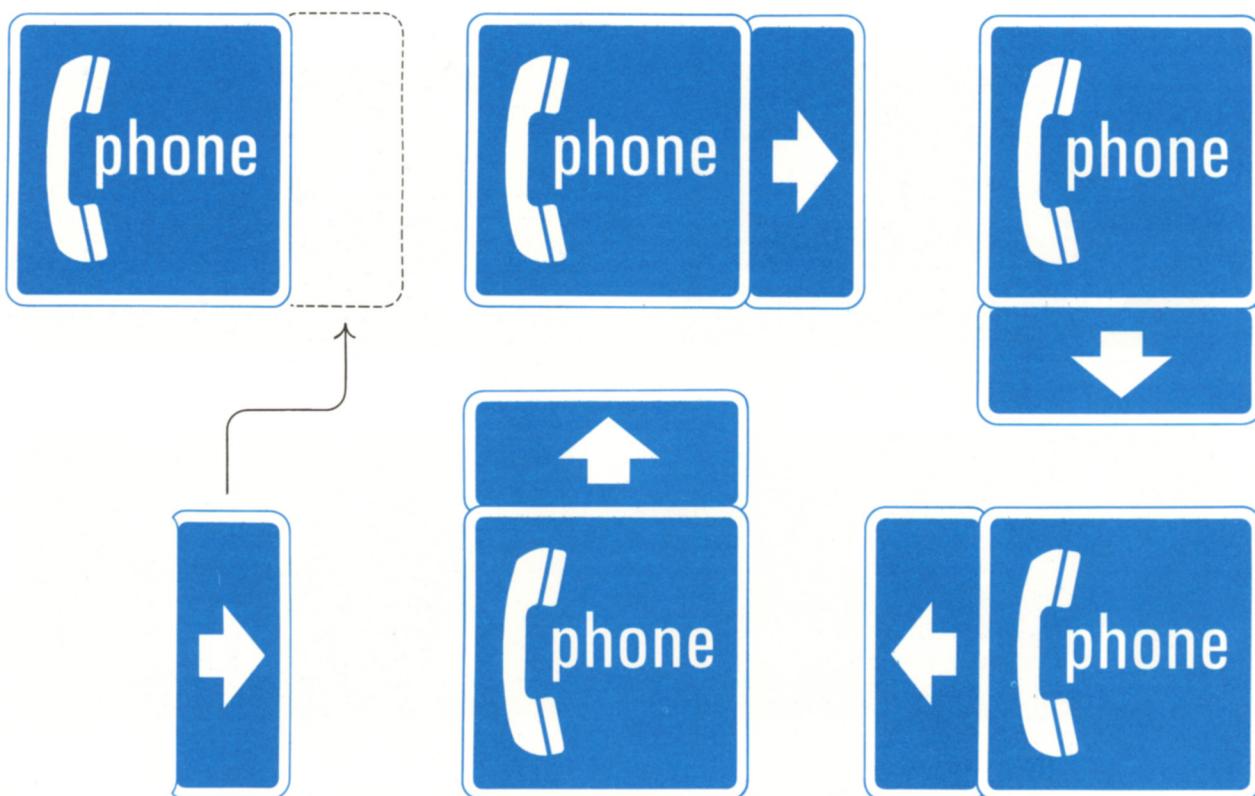
However, multiple signing is permissible if, after considering the vantage points and viewing distances, it appears to be the best method of guiding users progressively to a coin telephone installation, as shown below.



Right

## Variations.

Signs showing the four directions (right, left, above, and below) can be easily created by fastening the arrow shown below to one of the four sides of the basic square sign. These directional signs must always be placed at right angles to the floor, ceiling, or level ground. They must never be tilted to point uphill or downhill.



No other pointed directional shapes or designs are acceptable.



Wrong



Wrong

Variations.  
(cont.)

Horizontal rectangular signs, with designations as shown below, may be placed along roads and highways. Informational highway signs are nearly always required to be horizontal and to have no corporate advertising or trademark connotations. Color variations are permitted when necessary to conform to the regulations of certain highway commissions.



### Illuminated applications.

The basic square design can be used as an illuminated sign in appropriate applications. In these cases, the sign will usually be unlighted during the day and lighted at night.

When lighted signs are used, it may also be necessary to use additional unlighted locational or directional signs to direct customers easily to the telephones.



Companies having an investment in illuminated signs which are circular or square can convert these signs to the new program by simply ordering new face panels and leaving the frames and electrical fixtures intact.

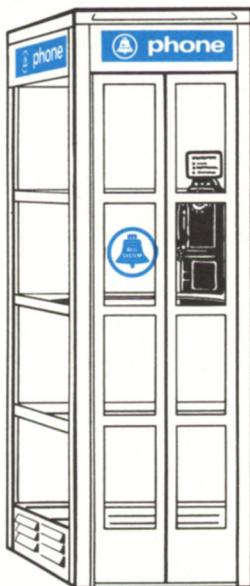
2. Signs on  
booths.

The most frequently used booth sign will appear as a panel or header at the outside top of the booth. These will be of varying sizes and can be lit or unlit. The sign will consist of a large Bell seal to the left of the word "phone" as shown below.

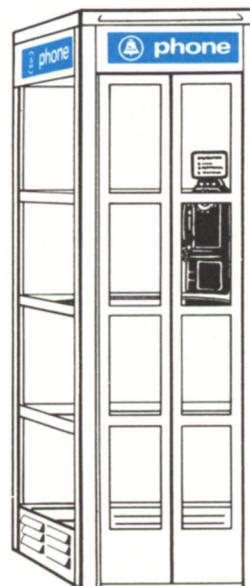


The preferred color combination consists of white characters on a Bell blue field as shown. Other color combinations may be specified if necessary so that the signs will blend into and harmonize with the environment.

Bell seals should not be used elsewhere on booth exteriors except in the top panels.



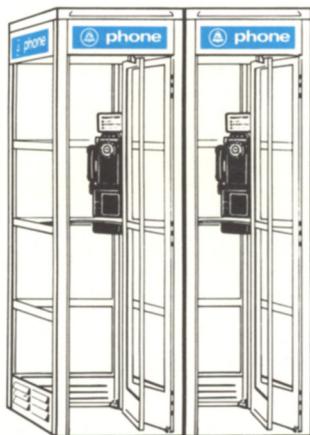
Wrong: seals should only appear in top panels.



Right

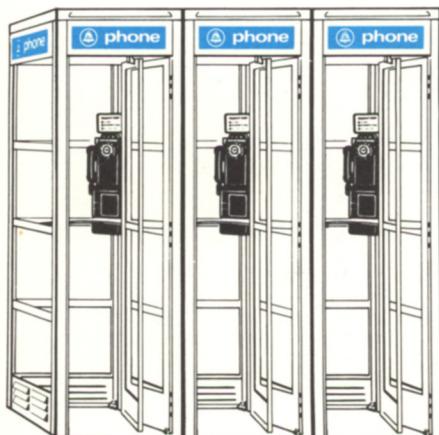
2. Signs on booths.  
(cont.)

When booths are installed in groups of two, each booth header should carry the prescribed marking as shown.

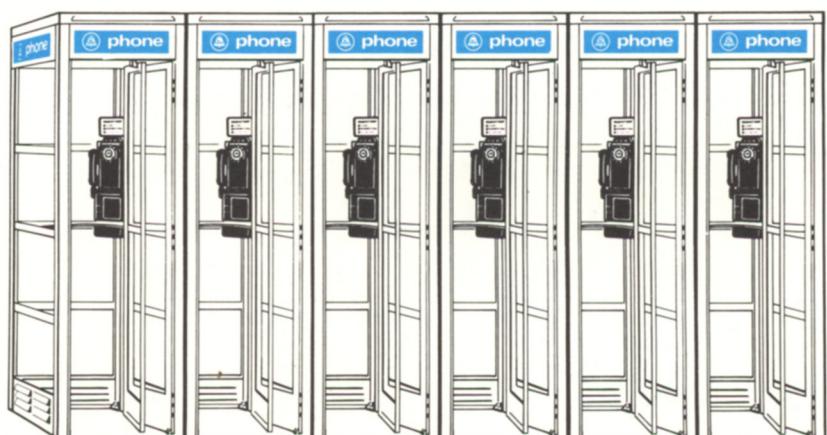


Right

But booths are often installed in groups of three or more, and repetitious markings result if care is not taken.



Wrong: repetitious markings



Wrong: repetitious markings

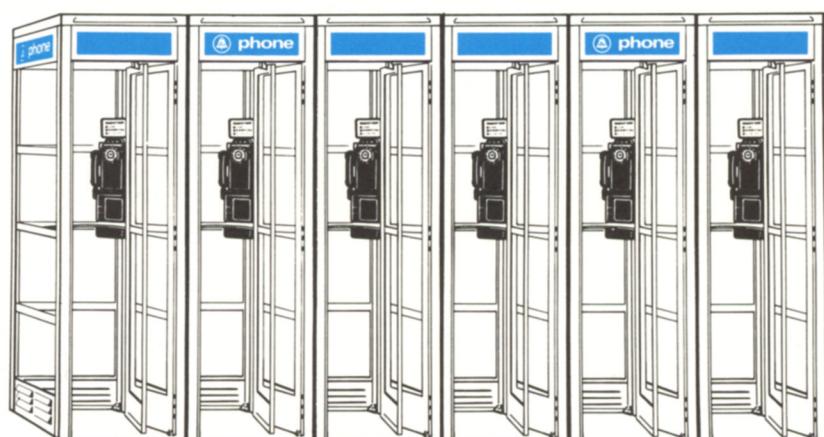
2. Signs on booths.  
(cont.)

Booth panels in solid color having no copy should be alternated with the "phone" panels to minimize redundant marking situations.

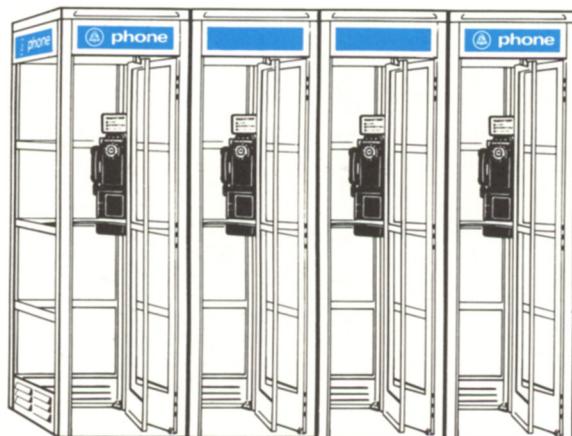
Because of viewing angles, some repetition will be necessary. Headers of three or more multiple booth installations should be marked as shown by the following system.



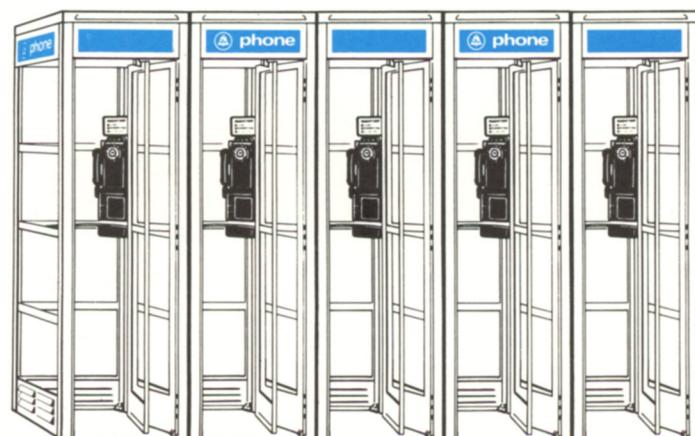
Correct markings for 3 booths



Correct markings for 6 booths



Correct markings for 4 booths



Correct markings for 5 booths

2. Signs on booths.  
(cont.)

As an alternative to marking multiple booth installations along the headers as shown on the previous pages, one overall sign (illuminated or non-illuminated) can be placed on top instead. Note that with this arrangement the use of header markings results in redundant identification and should not be used.



Correct alternative



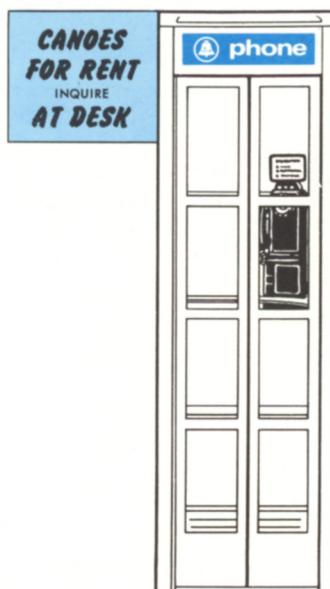
Wrong: redundant markings

2. Signs on booths.  
(cont.)

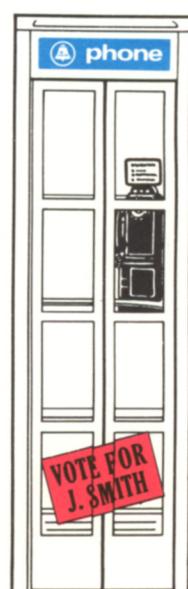
To keep coin telephone booths tastefully marked and to avoid a cluttered, unsightly appearance, no other signs (company or noncompany) should appear on coin telephone booths. If such signs now exist, they should be removed at once by a telephone company representative.



Wrong



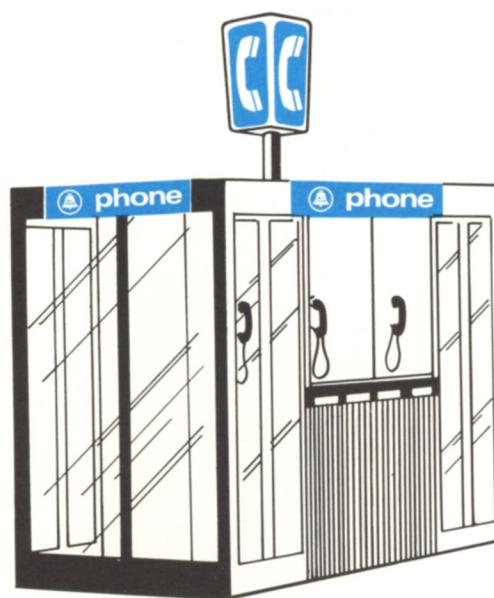
Wrong



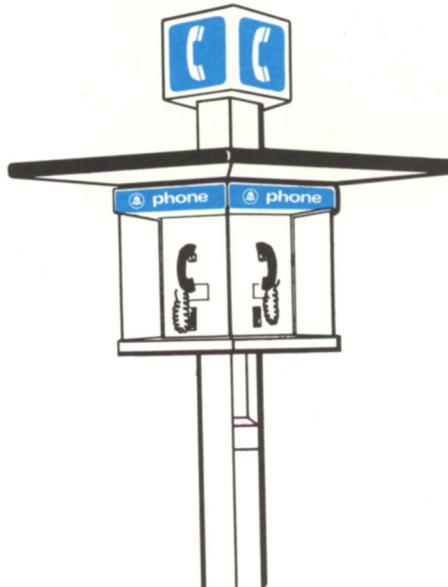
Wrong

Other booth applications.

Other coin telephone installations, such as walk-up and drive-up phones, should be marked clearly but tastefully, as shown below.



Suggested sign for portable booth unit



Suggested sign for walk-up island unit



Suggested sign for drive-up phone

3. Signs and markings on and near telephone instruments.

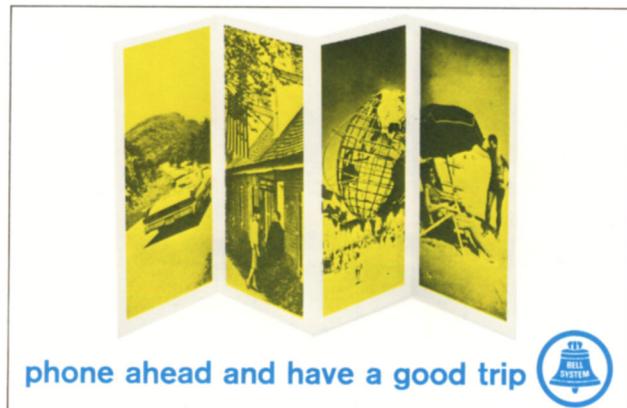
The third major area of coin telephone signing involves three distinct sub-areas -- advertising booth cards, coin telephone housings and customer instruction cards. These areas are covered in detail below.

**Advertising  
booth cards.**

Inside most Bell System telephone booths are built-in sign holders for 7" x 10 1/2" advertising cards. These cards should always display prominent corporate identification (a complete company signature or the Bell seal only) to let customers know they are using a Bell System phone.



Preferred booth card treatment -  
complete company signature used



Acceptable booth card treatment -  
use of Bell seal only

Coin telephone housings.

Future coin telephone housings will be stamped with the Bell seal during the manufacturing process for additional corporate identification.



Customer instruction cards.

As a third means of obtaining corporate identification on or near existing coin telephones, a Bell seal should be used on all customer instruction cards when practical and when the legibility of the instructions will not be impaired.

<b>NOW</b> this telephone is equipped for  <b>EXPANDED</b> <b>Direct</b> <b>Distance</b> <b>Dialing</b> Please dial <b>ALL</b> your calls 		<small>Remove Receiver — Deposit 10¢      Listen for Dial Tone — Then Dial</small>	
<b>LOCAL CALLS</b> Monticello, Liberty..... Fallsburgh and White Lake.....  <b>LONG DISTANCE CALLS</b> STATION Within 914 Area ..... I + NUMBER Outside 914 Area ..... 1 + AREA CODE + NUMBER  PERSON      Within 914 Area ..... 0 + NUMBER  COLLECT      Outside 914 Area ..,0 + AREA CODE + NUMBER  CREDIT CARD      (Operator)		<b>DIAL</b> <hr/> <hr/> <hr/> <hr/>	
<b>INFORMATION</b> Sullivan County, Ellenville, Kehonson ..... 411 Other points within 914 Area ..... 1 + 555 - 1212 Points outside 914 Area ..... 1 + AREA CODE + 555 - 1212		<b>DIAL</b> <hr/>	
<b>ASSISTANCE &amp; TELEGRAMS</b> <b>EMERGENCIES</b>		 (Operator)	

Customer instruction  
cards.  
(cont.)

However, Bell seals should not appear on instruction cards when the cards are designed to fit into the face of the telephone housing and will repeat the identification on the housing. Redundant markings will result if judgment is not used.



Wrong: Bell seal on card not needed; too close to seal on housing.

Special customer requests.

We know from experience that there will be times when state and federal regulations or strong customer preferences will dictate variations from the standard design elements.

The requirement that corporate identification cannot be included on highway signs has already been mentioned on page 9. In addition, if the Bell blue and white color scheme is not in keeping with the colors used on the rest of the signs along highways, whatever colors will be acceptable may be used.

The same flexibility must exist in any such contact with customers. Requests for telephone signs to be in a special typography or color will most often be encountered in airport, hotel, and large public building lobbies where all signs commonly must conform to an architect's graphic standards for the entire area.

As a general rule, we can reserve for ourselves no prerogatives when special customer signs are in question. However, insofar as possible, we should try to preserve as many of the standard design elements as possible in these special signs so that a maximum of visual carry-over can occur for the customer.



**American Telephone & Telegraph Company**  
Parent Company of the Bell System